

U.S. Department of Justice
Washington, DC 20530

OMB NO. 1124-0002; Expires February 28, 2014

Supplemental Statement

**Pursuant to the Foreign Agents Registration Act of
1938, as amended**

For Six Month Period Ending 12/31/2013

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Switzerland Tourism

55

(c) Business Address(es) of Registrant

608 Fifth Avenue
New York, NY 10020

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐

(2) Citizenship Yes ☐ No ☐

(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒

(2) Ownership or control Yes ☐ No ☒

(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☐

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

Formerly CRM-154

FORM NSD-2
Revised 03/11

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?Yes ☐No ☒

If yes, furnish the following information:

Name

Position

Date Connection Ended

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name

Residence Address

Citizenship

Position

Date Assumed

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?Yes ☐No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name

Residence Address

Citizenship

Position

Date Assumed

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position or Connection

Date Terminated

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position or Connection

Foreign Principal

Date Terminated

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?Yes ☐No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Switzerland Tourism, Toedistrasse 7, 8002 Zurich, Switzerland
Swiss Federal Railways, Wylerstrasse 123/125 Berne, Switzerland

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐

Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Providing free information on travel, education, hotel accommodation and transportation. Distribution of travel literature and posters to travel agencies, tour operators and individuals who ask for it. Furnishing of articles and images on Switzerland's attractions, her life and culture to newspapers and magazines. Lending video or DVD images to lecturers, travel agencies and TV stations as per request. Arranging for free transportation within Switzerland for writers, reporters, editors, travel agencies and decision makers.

See attached list for free transportation and promotional activities.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
please see separate sheet			

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☐

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Switzerland Tourism, Zurich Switzerland

Swiss Federal Railways, Berne Switzerland

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Switzerland Tourism, Zurich Switzerland (head office)

Total net budget for 2013 marketing activities USD \$ 1.08 Mio.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☒ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☒ Email
☒ Website URL(s): www.myswitzerland.com
☒ Social media websites URL(s): www.facebook.com / www.twitter.com
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☒ Libraries
☐ Legislators ☒ Editors ☒ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☒ Other (specify) general public

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☒

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

1/24/2014

ALEX HERMANN

THOMAS JENNI

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.



Item 11 of Supplemental Statement: Period July – December 2013
Promotional activities: New York

Travel Trade Shows/Conferences:

Jul 9 - 10, 2013	Swiss Deluxe Hotels Media Event, L.A., NYC
Jul 11, 2013	Swiss Deluxe Hotels Trade Event, NYC
Jul 19 - 23, 2013	Torchbearers Event in Mexico
Aug 15, 2013	SMART Meetings, Philadelphia, PA
Sep 9, 2013	Zurich Sister City Media Event, San Francisco
Oct 15 - 17, 2013	IMEX America, Las Vegas, NV
Oct 22 - 23, 2013	Globus travel agent trade show & training, Chicago
Nov 11 - 14, 2013	Best of Switzerland Media Event Miami, Tampa, D.C. Philadelphia
Nov 12, 2013	SITE Canada, Toronto, ON, Canada
Nov 18 - 20, 2013	Visit Europe Media Exchange, NYC, San Francisco
Dec 5 - 8, 2013	USTOA Conference, Scottsdale, AZ
Dec 10 - 12, 2013	Extravaganza Media Event, NYC, L.A.

Receptions and Presentations:

Jul 14, 2013	Bastille Day, French Institute Alliance Francaise - Swiss Booth, NYC
Jul 27, 2013	Swiss National Day, Central Park - Swiss Booth, NYC
Sep 18, 2013	Soiree Suisse, Swiss Embassy, Innovation in Tourism, D.C.
Oct 26, 2013	Swiss Re Family Day, Cipriani - Swiss Booth, NYC
Nov 10, 2013	Extravaganza, New York, NY, USA
Nov 11, 2013	Client Event at Templar Hotel, Toronto, ON, Canada
Nov 20, 2013	Webinar with Montreux Riviera Tourism

Switzerland Tourism.



Item 11 of Supplemental Statement: Period July – December 2013
Promotional activities: Los Angeles

Travel Trade Shows/Conferences:

Aug 10 - 16, 2013	Virtuoso Travel Week, Las Vegas, NV
Nov 14 - 16, 2013	Signature Trade Show, Las Vegas, NV

Receptions and Presentations:

Dec 12, 2013	Media dinner in LA
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**Item 14 (a) RECEIPTS OF MONIES US - HEADQUARTERS NEW YORK**

Date: 2013	From Whom:	Purpose:	Amount in US-\$:
July	ST Zurich	Current Expenses	180,000
August	ST Zurich	do.	240,000
September	ST Zurich	do.	320,000
October	ST Zurich	do.	200,000
November	ST Zurich	do.	400,000
December	ST Zurich	do.	260,000
			\$ 1,600,000
July- December 2013	Swiss Partners	Participation in summer marketing program	5,334
July- December 2013	Swiss Partners	Participation in winter marketing program	0
July- December 2013	Swiss Partners	Participation in Design and Lifestyle Marketing Program	0
July- December 2013	Swiss Partners	Participation Switzerland Incentive and Congress IT&ME Travel Show	115,709
July- December 2013	Swiss Partners	Participation in G&L marketing program	0
July- December 2013	Swiss Partners	Switzerland joint campaign with Key Accounts	296,119
July- December 2013	Swiss Partners	Web promotions	
July- December 2013	Travel Industry Partners	Participation in various marketing programs	67,724
			\$ 484,885

January, 2014 / TJ

**Item 15 (a) DISBURSEMENTS - MONIES FOR US-HEADQUARTERS
NEW YORK**

Date payment was made	To whom payment was made	Purpose for which payment was made	Amount of payment in US \$
July - December 2013	Employees ST NYC	Salaries	659,265
	Rent/Cleaning/Heating etc.		91,628
	Office Supplies, Communications, Insurances, Hardware/Software etc.		40,222
	Promotional activities including print media, production costs, folders, fact sheets, photos, texting, translations, give-aways		289,980
	Key account management trade shows, receptions for the travel industry, seminars, give-aways		421,177
	Key media management Public relations, promotional articles, press releases and clippings, newsletters		278,758
	Internet Web promotion including Call Center		235,448
	Postage, customs duties and brokerage fees / Mailing House		107,796
	Traveling and moving expenses of staff		110,799
	Total New York		\$ 2,235,073

January, 2014 / TJ

**Item 15 (a) DISBURSEMENTS-MONIES FOR WESTERN REPRESENTATION
LOS ANGELES**

Date payment was made	Name of person to whom payment was made	Purpose for which payment was made	Amount of payment in US\$
July - Dec. 2013	Employees ST LAX	Salaries	116,301
		Rent/Cleaning/Heating etc.	13,200
		Office Supplies, Communications, Insurances	11,538
Total Los Angeles			\$ 141,039
Total Disbursements New York/Los Angeles			\$ 2,376,112

January, 2014 / TJ



***Item 15 (b) of Supplemental Statement: Period July – December 2013
New York***

Familiarization Trips:

Jul 4 - 8, 2013

9th Switzerland Meeting Trophy to Basel, Bad Ragaz, Arosa & Zürich

Media Group Trips:

Aug 23 - Sep 1, 2013

Int. Summer Trip Appenzell, Lake Geneva Region

Sep 6 - 13, 2013

Swiss Scenic Rail Road Trip

Sep 26 - Oct 2, 2013

Food & Wine Trip Lake Geneva & Matterhorn Region

***Item 15 (b) of Supplemental Statement: Period July – December 2013
Los Angeles***

Familiarization Trips:

Aug 29 – Sep 5, 2013

Familiarization trip to Zurich, Lausanne, Zermatt, St Moritz and Bad Ragaz


Oct 14 - 19, 2013

Familiarization trip to Geneva, Lausanne and Zurich

Media Group Trips:

none

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Switzerland Tourism. 

Trip Reports. (all)

Found records: 73

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	8.7.2013	15.7.2013	Trade	Yearly Swiss Pass Switzerland Specialist	2	8 Days	Berne_Region Valais_Region Graubünden
North America	7.7.2013	13.7.2013	Media	75th Anniversary of Eiger Ascent	2	8 Days	Bernese_Oberland Jungfrauregion
North America	15.8.2013	23.8.2013		National Foreign Trade Council World Trade Dinner 2012	2	8 Days	
North America	5.9.2013	12.9.2013	Media	ST, SWISS, and RailEurope trip	8	8 Days	Valais_Region Graubünden Ticino Central_Switzerland
North America	4.7.2013	11.7.2013	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	Bernese_Oberland Lake_Geneva_Region
North America	21.7.2013	20.8.2013	Media	Switzerland by Rail	2	15 Days	Alpenregion Bernese_Oberland Lake_Geneva_Region Jungfrauregion Eastern_Switzerland
North America	4.8.2013	11.8.2013		Sweepstake: Lindt Golf Tournament 2012	2	8 Days	
North America	13.9.2013	20.9.2013	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	26.7.2013	1.8.2013	Media	TravelBrigade in Central Switzerland	2	Flexi4	Central_Switzerland Zurich_Region

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Switzerland Tourism. 

Trip Reports. (all)

Found records: 73

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	12.8.2013	17.8.2013	Trade		1	STT	
North America	23.8.2013	30.8.2013		Typically Swiss - Int. Summer Trip	9	8 Days	Fribourg Eastern_Switzerland
North America_Canada	6.7.2013	12.7.2013	Trade	Passages of Distinction agent winner	2	8 Days	Lake_Geneva_Region Graubünden Zurich_Region
North America	3.7.2013	8.7.2013		Switzerland Meeting Trophy 2013	13		Basel_Region Eastern_Switzerland Graubünden
North America	23.8.2013	6.9.2013	Media	Tampa Wine Guide	2	8 Days	Valais_Region Lake_Geneva_Region
North America	22.7.2013	29.7.2013	Media	Rythm Abroad	5	15 Days	Valais_Region
North America	27.7.2013	3.8.2013		Sweepstake: Passages of Distinction Chicago 2013	2	8 Days	
North America	2.8.2013	9.8.2013		Sweepstake: Calphalon Cooking Event 2012	2	8 Days	
North America	4.9.2013	11.9.2013		Sweepstake: Johnny Jet Travel Contest 2013	2	8 Days	


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Switzerland Tourism. 


Trip Reports. (all)

Found records: 73

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	31.7.2013	7.8.2013	Media	Food Stories for swiss.com	1	8 Days	Basel_Region Ticino Zurich_Region
North America	10.8.2013	17.8.2013		Sweepstake: Solree Suisse 2012- Washington DC	2	8 Days	
North America	20.9.2013	5.10.2013	Media	Gigi Explores More of CH	1	15 Days	Alpenregion Valais_Region Ticino Zurich_Region Lake_Geneva_Re gion Graubünden
North America	30.9.2013	7.10.2013		Sweepstake: Gala Dinner Dance 2012	2	8 Days	
North America	26.9.2013	3.10.2013	Media	LGMR Food and Wine Trip	7	8 Days	Valais_Region Genève Lake_Geneva_Re gion
North America	1.7.2013	31.7.2013	Media	Swiss Wines and Food for WSJ	1	15 Days	Valais_Region Zurich_Region Eastern_Switzerla nd Lake_Geneva_Re gion
North America	6.9.2013	18.9.2013	Media	Real Rail Adventures: Switzerland	6	8 Days	Graubünden Jungfrauregion Bernese_Oberland Central_Switzerlan d Ticino
North America	13.9.2013	19.9.2013	Media	Wonderland Engadin	1	8 Days	Graubünden
North America	17.7.2013	29.7.2013	Trade		1	8 Days	

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<div> <h1>Trip Reports. (all)</h1> <p>Found records: 73</p> </div>							
Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	21.7.2013	30.7.2013	Media	Active Couple Vacation in Switzerland	2	8 Days	Berne_Region Bernese_Oberland Central_Switzerland Lake_Geneva_Region
North America	25.8.2013	1.9.2013		Sweepstake: Boston College / Paul Klee Social Media Promo 2012	1	8 Days	
North America	4.10.2013	11.10.2013		Sweepstake: Swiss Ball 2013	2	8 Days	
North America	12.7.2013	19.7.2013		Sweepstake: Quebec Breast Cancer Foundation / Swiss Montreal Consumer Event 2013	2	8 Days	
North America	3.8.2013	7.8.2013	Media	Swiss Watch Watching in Vallee du Joux	2	Flexi3	Jura_Region
North America	28.8.2013	30.8.2013	Trade	Travcorp Mega Fam Trip	6		
North America_Canada	28.8.2013	30.8.2013	Trade	Travcorp Mega Fam Trip	10		
North America	29.7.2013	5.8.2013		Sweepstake: NGT Where's Andrew?	2	8 Days	
North America	19.7.2013	4.8.2013	Media	Swiss Camps	2	15 Days	Ticino Central_Switzerland Lake_Geneva_Region Bernese_Oberland

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Switzerland Tourism. 

Trip Reports. (all)

Found records: 73

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America_Canada	2.10.2013	10.10.2013	Media	Lake Lucerne Circle Trail	1		Central_Switzerland
North America	6.7.2013	15.7.2013	Media	Silk in Switzerland	1	8 Days	Zurich_Region Eastern_Switzerland
North America	31.7.2013	13.8.2013	Media	SI Photo Shoot	14	Flexi4	Lake_Geneva_Region Valais_Region
North America	12.9.2013	19.9.2013	Media	Swiss National Parks up close	1	8 Days	Graubünden
North America	28.7.2013	2.8.2013	Media	Family Travel+Leisure Trip	2	8 Days	Lake_Geneva_Region
North America	7.9.2013	14.9.2013		Sweepstake: ArizonaSwiss Foundation Fall Fest Fundraiser 2012	2	8 Days	
North America_Canada	1.8.2013	30.8.2013	Media	Family Destination Switzerland	2	Flexi4	Bernese_Oberland Zurich_Region Berne_Region Swiss_Mittelland
North America	24.8.2013	31.8.2013		Sweepstake: Academy of Friends SFO 2013	2	8 Days	
North America	31.8.2013	5.9.2013	Media	Global Gum Shoe in Central Switzerland	2	8 Days	Central_Switzerland

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Switzerland Tourism. 

Trip Reports. (all)

Found records: 73

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	17.8.2013	27.8.2013	Media	Passport explores Switzerland	2	8 Days	Zurich_Region Jungfrauregion
North America	29.8.2013	5.9.2013	Trade	Virtuoso Study Tour	15	8 Days	
North America	14.8.2013	28.8.2013	Media	Swiss City Lifestyle	1	8 Days	Zurich_Region Lake_Geneva_Re gion
North America	25.7.2013	14.8.2013	Media	Wine Features for Cityroom.com - extended	1		Valais_Region Graubünden Central_Switzerlan d Lake_Geneva_Re gion Zurich_Region
North America	8.8.2013	15.8.2013		Sweepstake: Baileys House Auction & Gala 30th Anniversary	2	8 Days	
North America	5.8.2013	1.9.2013	Media	Live from Switzerland - cities, public transportation, mountains	1	8 Days	Valais_Region Zurich_Region
North America	15.8.2013	15.8.2013	Media	Mammut Swiss Iron Trail	2		
North America	26.8.2013	3.9.2013	Media	Webisodes Shoot 2014	7	8 Days	Central_Switzerlan d Graubünden Lake_Geneva_Re gion Zurich_Region
North America	29.9.2013	6.10.2013	Trade		2	8 Days	Eastern_Switzerla nd


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Switzerland Tourism. 


Trip Reports. (all)

Found records: 73

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	26.9.2013	3.9.2013	Trade		1	8 Days	
North America	14.10.2013	23.10.2013	Media	Swiss Deluxe Hotels Trip	2		Graubünden Ticino
North America_Canada	26.9.2013	3.10.2013	Media	Souvenirs of Switerland	2	Flexi4	Berne_Rregion Bernese_Oberland Central_Switzerland Fribourg Jungfrauregion Lake_Geneva_Re Zurich_Region
North America	6.9.2013	13.9.2013	Trade	Ski guiding tour	2	8 Days	
North America	13.9.2013	18.9.2013	Media	Jon Messer 2 Editorials for Caviar Affair Magazine	1	8 Days	Genève
North America_Canada	5.11.2013	11.11.2013	Media	Honeymoon in Leukerbad	2	8 Days	Valais_Region Ticino
North America	30.10.2013	7.11.2013	Trade		1	8 Days	Fribourg Eastern_Switzerland Bernese_Oberland
North America	15.10.2013	20.10.2013	Media	Geneva and its Treasures	1	8 Days	Genève Valais_Region
North America	23.10.2013	28.10.2013	Trade		2	8 Days	Jungfrauregion Zurich_Region Basel_Region Bernese_Oberland Central_Switzerland

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<h1>Trip Reports. (all)</h1> <p>Found records: 73</p>							
Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	21.10.2013	28.10.2013		Sweepstake: Switzerland Tourism and Tauck Luncheon 2013	2	8 Days	
North America_Canada	19.10.2013	27.10.2013	Trade	Fam Trip	1	8 Days	Graubünden
North America	27.11.2013	1.12.2013		Site Inspection	1	4 Days	
North America	11.11.2013	10.12.2013		Swiss Fair 2013 - Los Angeles	1	Flexi4	
North America_Canada	5.12.2013	12.12.2013	Media	Gourmet Escapes: Hotel Mirador Kepminski, Le Mont-Pelerin	5	8 Days	Lake_Geneva_Region
North America_Canada	6.12.2013	17.12.2013	Media	research The Chedi, Watch making, TI	2	15 Days	Lake_Geneva_Region Genève Jura_Region Ticino Central_Switzerland
North America_Canada	13.11.2013	20.11.2013	Media	Swiss Moments /Tous Chanteclerc sponsored media trip	1	8 Days	Central_Switzerland Genève Lake_Geneva_Region
North America	6.12.2013	13.12.2013	Trade		1	8 Days	Jungfrauregion Zurich_Region Ticino
North America_Canada	3.12.2013	10.12.2013	Media	Ashley Colburn Wonders of Switzerland TV Show	3	STT	

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Trip Reports. (all)

Found records: 73

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	3.12.2013	13.12.2013	Media	AFAR	1	8 Days	Bernese_Oberland Ticino Graubünden